



Governor Bob Riley's State of Alabama Trade Strategy 2008

A COOPERATIVE INITIATIVE OF THE
ALABAMA DEVELOPMENT OFFICE
U.S. CHAMBER OF COMMERCE - TRADE ROOTS
AND THE
EXPORT ALABAMA ALLIANCE



**Export Alabama: Focus on Small Business
Transition to Alabama's Future**



GOVERNOR'S 2008 EXPORT TRADE STRATEGY – FOCUS ON SMALL BUSINESS



a statewide and national partnership led by

The Office of the Governor
Alabama Development Office
U.S. Chamber of Commerce – TradeRoots

And

The Export Alabama Alliance

Alabama International Trade Center · Alabama State Port Authority · Alabama World Trade Association · Birmingham Regional Chamber of Commerce · Madison County Commission International Trade Development Center · Mobile Area Chamber of Commerce · North Alabama International Trade Association · Port of Huntsville · U.S. Department of Commerce Birmingham Export Assistance Center

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With Support From

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Alabama Power Company
Alabama River Pulp
Alabama Small Business Development Consortium
Regions Bank

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Business Council of Alabama
PowerSouth
Tennessee Valley Authority (TVA)

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Alagasco
Economic Development Partnership of Alabama
First Commercial Bank

Alabama is one of six states chosen to be a national model for export development.

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EXPORT ALABAMA— FOCUS ON SMALL BUSINESS “Transition to Alabama’s Future”

The success of Alabama's small and medium-sized businesses is essential to the economic prosperity of the state. And the key to economic growth of small and medium-sized businesses lies in exports. Smaller companies engaged in international business are more stable, achieve higher growth rates, and pay higher wages in comparison to their counterparts who only sell domestically. **Export Alabama** focuses on Alabama's “home grown” companies, with particular emphasis on minority- and women-owned businesses. Alabama will gain a competitive international business edge through the promotion of export growth.

Export Alabama works with partners in Alabama, nationally and internationally to develop initiatives and leverage business development resources to:

- Create new and better paying jobs
- Increase competitiveness and set higher standards
- Gain new market access for Alabama products
- Increase the number of exporting companies
- Increase awareness of trade benefits to workers and consumers.
- Educate and train companies to be global players
- Create a business friendly export environment
- Lead the way for aggressive growth
- Provide additional outside resources to assist small businesses
- Create positive media coverage on trade
- Gain international and national recognition as a global player
- Recognize companies that have demonstrated excellence in exporting



A Sustainable Future 2008 Strategic Plan

Building relationships worldwide – not just contacts in 2008

Exports from Alabama to the world have risen steadily in recent years. This tells a very optimistic story about trading relationships between our state manufacturers and service industry with the world. In fact, during the 2004-2007 period, merchandise exports from Alabama rose almost 60 percent. By comparison, total U.S. merchandise exports rose only 42 percent during this same period. This strong performance creates a high confidence level in Alabama companies that want to do business in the international marketplace.

Alabama is home to over 7,000 manufacturing operations and hundreds of service producers. Many have competitive products and the potential to export but remain focused on the domestic market. In Alabama,

roughly 29 percent of these businesses are involved in selling outside of the United States. In order for Alabama to reap its full potential and sustain export growth, more companies need to become engaged in exporting. Never has the time been so conducive for a company to grow the bottom line with foreign sales and for the state to achieve a true global competitive standing. With competitive products, greater market access through free trade agreements, increased technology, and foreign buyers seeking U.S. made products, the time is right to

exercise the option to move products around the world.

In trying to understand the reluctance of companies to enter global markets, a series of focus groups were held in 2007 to identify opportunities and challenges for both community leaders and local businesses in the international arena. Findings ranged from easing risk barriers to demystifying trade to providing incentives to help small and medium-sized companies participate in overseas events. In addition, from the community leaders the requests included helping them to understand how to identify potential exporters to supporting the effort to “brand” the state for future promotional activities.

Planning for a strong performance

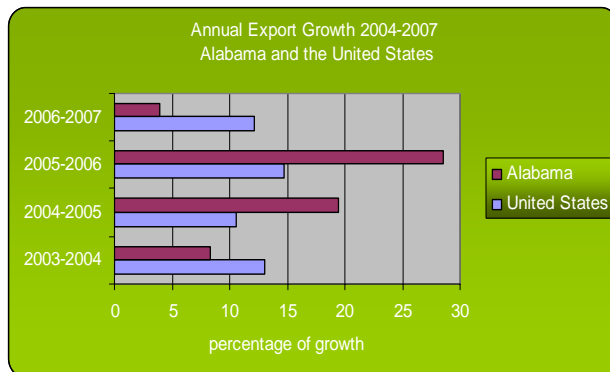
Building on these findings, the 2008 Export Strategy provides numerous opportunities for

Alabama companies to build sustainable relationships throughout the world as well as opportunities to educate local leaders on the impact of trade. Linking again to the Governor's *Plan 2010: Our Vision for Alabama*, the focus is an export-led growth strategy. It seeks to foster more cooperation between stakeholders and leverage the capabilities of each Export Alabama Alliance member. It will provide producers of Alabama's

goods and services with assistance and opportunities to export their goods; to use advanced technology; and to thrive in the global marketplace. The two key components of the strategy include:

1. Facilitating & Expanding Trade Opportunities
2. Trade Education

The 2008 Export Strategy is a fundamental tool to help create employment opportunities for Alabama



citizens and reduce the widening gap between imports and exports.

Facilitating and Expanding Trade Opportunities

Over the past four years, the Governor's Export Strategy has concentrated on emerging economies with high growth rates and countries engaged in free trade agreements with the U.S. These also parallel the U.S. Department of Commerce's strategic initiatives and are markets where Alabama exporters have greater assistance in navigating significant hurdles to doing business.

The 2008 agenda will include the growing economic powerhouse of China; Chile and Argentina which are our neighbors to the South; and South Africa and Turkey, two new growth markets for Alabama. These markets offer new commercial opportunities and targeted export activities will be undertaken to capture growing international business opportunities for companies in Alabama.

In helping to build Alabama's economy in 2008, Export Alabama will:

- Implement Governor-led business development and trade missions to China and South America. Trade missions, led by the Governor and/or key state leaders, will continue to open doors to key decision makers for exporters in Alabama's mature and new and emerging export markets. These government-led missions attract strong international interest, advancing Alabama's global export profile.
- Develop a trade strategy to correlate with the new SEUS Canada organization established in 2007 with the goal of presenting an opportunity for businesses to enhance commercial exchanges, promote two-way investment, and encourage technological and scientific exchanges

between and among the States and Provinces. Key provinces include Manitoba, New Brunswick, Newfoundland and Labrador, Nova Scotia, Ontario, Prince Edward Island, and Québec.

- Due diligence exploration on establishing an economic development office in India, one of the world's fastest growing economies. This new dedicated export strategy will position Alabama in key sectoral markets within India: Mumbai, Bangalore, Hyderabad and New Delhi
- Forge ahead with long-term market access strategies in China. The Chinese market is the second-largest global economy after the U.S. and is the state's third largest export market. China is rapidly becoming urbanized and the growing disposable income has made this market increasingly attractive to the state's exporters in such areas as chemicals, machinery, biotechnology and construction equipment.
- Augment the export strategy for Korea, Japan and Europe, where the State has representation. These existing offices can provide Alabama businesses with knowledge on regulations and intelligence on emerging opportunities.
- Engage the biotechnology industry in all international activities, focusing on assistance to capitalize on export opportunities. Support will include export collaboration particularly in China and India, and promotion of the Hudson Alpha Institute of Biotechnology (HAIB) throughout the world.
- Prepare Alabama businesses for trade missions to South America and East Asia.
- Continue to expand export opportunities to new markets. Undertake export studies on markets in the Middle East, particularly the UAE and Dubai.
- Foster global networks and develop strategic partnerships with consular and trade

commission offices, including offices in the United States.

- Partner with export allies to help exporters gain access to government programs providing export financing.
- Host business delegations from Vietnam, Central America and China to promote Alabama commerce and extend global network opportunities for Alabama companies and organizations.
- Support manufacturing export growth in countries with which the United States has free trade agreements, leveraging off improved market access. Support forthcoming free trade agreements which are undertaken by the U.S.
- Coordinate and conduct programs and workshops with federal government resources, i.e. Small Business Administration (SBA), U.S. Department of Commerce (USDOC), Department of State (DOS), Department of Agriculture (DOA), Overseas Private Investment Corporation (OPIC), Export-Import Bank (EXIM) and others.

Trade Education and Promotion

Raising the awareness of the importance of exports to the public and private sector is no easy task. Making companies aware of the opportunities awaiting them in foreign countries and giving them the tools to do so presents a challenge. Findings from the focus groups held in 2007 reaffirm that many companies still have outdated perceptions that exporting is very difficult. Local public leaders also are daunted by the term globalization.

This component of the 2008 Export Strategy will serve to: 1. Promote the importance of exports to the public and private sector; 2. Provide market information which will allow Alabama companies to make informed decisions in the

global marketplace; and 3. Raise the profile of Alabama-made products and services to international partners in key and emerging overseas markets.

Supporting export sustainability in Alabama, the Export Alabama Trade Alliance continues to develop and deliver industry-specific programs and export focused seminars. The following is a proposed list of these activities which provide opportunities for Alabama companies:

- Conduct business seminars and develop market intelligence for Alabama companies on doing business in South America, Turkey, Asia and other key markets and industries.
- Continue recognition of Alabama exporters through the Governor's Trade Excellence Award program. The annual Governor's Trade Excellence Award Ceremony and Luncheon is fast becoming a key event for exporters and an excellent venue to promote the benefits of exports to the state at large. The initiative encourages and touts other business awards given throughout the state by regional and local trade allies.
- Develop articles on trade and deliver to local chambers of commerce and economic development agencies for publication.
- Implement an email list serve and include public and private leaders. Providing these individuals with notification of the Trade Alliance programs, seminars and conferences will make them aware of the opportunities available to businesses in their communities.
- Support and promote the new container port at the Alabama State Docks.
- Support and promote the Hudson Alpha Institute of Biotechnology.
- Integrate export information and services into a new export portal on the Alabama Development Office's website which will serve to provide Alabama companies and foreign buyers with current data on key markets and industries.

Looking to the Future

Export Alabama Alliance 2008 Initiatives

Jan 8-9-10

**Going Global? Think China!
Huntsville, Birmingham, Mobile**

Alabama Development Office (ADO) and the Export Alabama Trade Alliance will host this unique event on Alabama opportunities with China. Participants will have the chance to gather valuable Market intelligence, which can help facilitate entry or expansion in this tremendous economy. Special guest speakers are Bill Lawton, Senior Trade Specialist with the U.S. Department of Commerce and previous Commercial Officer at the U.S. Consulate in Shanghai, and Joan McEntee, State of Alabama China Representative and Chair of the China Group in the Washington, DC office of BDBC International, LLC. This event will also highlight the Governor's upcoming trade and business development mission to China.

Jan 17-18

**Doing Business In South Africa, Presentation and Trade Mission Briefing
Mobile, Birmingham**

International Economist and Regional Coordinator for Africa, Middle East and South Asia, Trade Information Center, U. S. Commercial Service, U.S. Department of Commerce. The Mobile Area Chamber of Commerce along with partners, Alabama Development Office and the Export Alabama Trade Alliance, are organizing a trade mission to Johannesburg and Cape Town, South Africa August 15-23, 2008. The Multi-industry mission will focus on matching participating Alabama companies with qualified agents, distributors, representatives, end-users and joint venture partners in this market. The mission is aimed at companies interested in entering the South African market, as well as those wishing to increase their business in South Africa.

Jan 25

**NAITA's 25th Anniversary Annual Meeting Visioning for the Future:
Building a Globally Competitive Region
Huntsville**

Regional visioning is critical to remain competitive in today's global economy. Dr. David Kolsow, Tamerica Management Company, will discuss the importance of this process in moving towards regional collaboration. NAITA's 2008 Officers & Directors will be inducted, and the Annual Meeting will also kickoff NAITA's 25th Anniversary. Come learn about the exciting year planned for this celebration.

Jan 30

**Export Controls & Compliance Roundtable Discussion:
Do I Need an Export License? Where Do I Start?
Huntsville**

This roundtable will provide an introduction to the "where, what, and how" to determine if your product or service requires an export license from the U.S. Department of State – Directorate of Defense Trade Controls (DDTC) under the International Traffic in Arms Regulations (ITAR) or from the U.S. Department of Commerce – Bureau of Industry & Security (BIS) under the Export Administration Regulations (EAR).

- Feb 4-5** **International Trade Compliance (ITC) Strategies Export Controls & Compliance Seminar**
Huntsville
Join NAITA and International Trade Compliance (ITC) Strategies for a two-day interactive Export Controls & Compliance Seminar covering your trade compliance responsibilities and how to accomplish them
- Feb 12-13-14** **DOING BUSINESS IN CHILE & ARGENTINA**
Huntsville, Birmingham, Auburn, Mobile
The Alabama Development Office and the Export Alabama Trade Alliance will host this event on business opportunities for Alabama companies in Chile and Argentina. The special guest speaker will be Walter Bastian, Deputy Assistant Secretary for the Western Hemisphere at the U.S. Department of Commerce. This event will also highlight the Governor's upcoming trade and business development mission to Chile and Argentina.
- Feb 19-24** **Singapore Air Show**
Singapore Air Show, Asia's largest aerospace and defense event, is a joint venture between the Civil Aviation Authority of Singapore and the Defense Science & Technology Agency. It is one of the top three air shows in the world and serves as a global marketplace and networking platform for the military and civil aviation community.
- Mar 4-5** **The Essentials of Export Controls & Technology Controls**
Huntsville
The Essentials of Export Controls and Technology Controls is an intensive, two-day program that covers the key information you need to know to comply with the EAR. Counseling and other professionals from the Bureau of Industry and Security will cover the major elements of the U.S. exports control system for commercial exports. The Technology Controls session on March 5: This full-day program will offer a comprehensive look at how to comply with the U.S. export and re-export controls relating to technology, software and encryption.
- Mar 6-15** **Trade Mission to Turkey**
Izmir and Istanbul
The Mobile Area Chamber of Commerce, the Alabama Development Office and the Export Alabama Trade Alliance are organizing a trade mission to Izmir and Istanbul, Turkey March 6-15, 2008. The multi-industry mission will focus on matching participating Alabama companies with qualified agents, distributors, representatives, end-users and joint venture partners in this market. The mission is aimed at companies interested in entering the Turkish market, as well as those interested in increasing their business in Turkey.
- Mar 20** **Governor's Trade Excellence Awards Presentation**
Montgomery
The Governor's Trade Excellence Award was established through the Export Alabama/TradeRoots Initiative to recognize Alabama businesses that have significantly increased exports from Alabama, thereby creating jobs for Alabamians. An awards ceremony will be held at the State Capitol Followed by a luncheon hosted by the Export Alabama Alliance. Eight companies will be recognized for their achievements in exports.

Apr 4-12

Governor Bob Riley's Business Development & Trade Mission to China -Shanghai, Nanjing, Shenzhen, Hong Kong

Going Global? Think China. Governor Bob Riley will lead a delegation of business, education, and leaders to the People's Republic of China to help Alabama companies market themselves to the state's third largest trading partner and promote the state as a world class business center. The trip will be coordinated by the Alabama Development Office and its China office, represented by BDBC International LLC. Participants will have the opportunity to meet face-to-face with key contacts including U.S. Embassy officials, Chinese government officials, industry decision makers, and trade specialists. This unique experience will provide Alabama delegates with valuable opportunities to find partners, distributors, agents, and buyers, and to gather insightful market intelligence to facilitate expansion in the booming Chinese market.

Apr 21-23

**Alabama Opportunities in South Africa
Huntsville, Birmingham, Mobile**

Ms. Luisa Santos, Senior Commercial Specialist, U.S. Commercial Service Johannesburg, South Africa, will present information on doing business in South Africa and opportunities for Alabama companies. On April 24-25, Ms. Santos will be available to call on companies around the state.

Apr 24

**NAITA 25th Anniversary World Trade Day Luncheon
Huntsville**

Mediterranean Ballroom at the Westin Huntsville in the surroundings of Bridge Street Town Centre. Speaker to be confirmed

Apr 30

**Alabama World Trade Association Legislative Reception and Dinner
Speaker: Bob Soulliere, CEO and President of ThyssenKrupp Steel USA.**

This annual event provides state legislators and international trade professionals an opportunity to interact and learn how the State of Alabama benefits from international trade.

May 31 – Jun 7

**Governor Bob Riley's Trade Mission to Chile and Argentina
Santiago, Chile & Buenos Aires, Argentina**

Governor Riley will lead a trade mission to Chile and Argentina in May/June. The Alabama Development Office and the Export Alabama Trade Alliance are organizing the trip to Santiago, Chile and Buenos Aires, Argentina. These markets offer tremendous opportunities to Alabama companies, as Alabama exports totaled \$31.3 million to Chile and \$81.6 million to Argentina for the year 2006, representing increases of 12.7% and 53.89% respectively from the previous year.

Jul 14-20

**Farnborough International Air Show
Hampshire, United Kingdom**

This exhibition provides the perfect venue for the world's civil and military aerospace suppliers and their customers to meet and discuss, finalize and announce their business transactions. The exhibition provides a recognized business and trade environment and is a key event for enhancing and improving your business performance. Farnborough International Limited was pleased to welcome 1,480 exhibitors to the Farnborough International Air Show 2006, with record breaking order figures of US\$42 billion.

Aug 15-23

Trade Mission to South Africa

The Mobile Area Chamber of Commerce, the Alabama Development Office and the Export Alabama Alliance will lead a trade mission to the Republic of South Africa. The purpose of this mission is to provide Alabama companies and organizations with an opportunity to assess and explore specific business prospects and to promote Alabama as a world-class business center. Business representatives and government officials will have the chance to establish relationships and facilitate closer commercial ties with this dynamic economy.

Aug 17-19

**Americas Competitiveness Forum
Atlanta, Georgia**

The U.S. Department of Commerce will host the Americas Competitiveness Forum in Atlanta for the second year in a row to take advantage of the city's status as a logistics center in the region and build on the successes of the original forum in June 2007. The upcoming discussions will continue to focus on the overall competitiveness of the Americas in the global economy, supply chain management and education with a special emphasis on Latin America and the Caribbean.

Angel de la Cruz, Director of Operations, International Programs for Navigator Development Group, Inc., headquartered in Enterprise, said this about his recent participation in a State of Alabama trade mission.

“If you are starting out and want to get into the international market the only way to do it is through a trade mission. It lends credibility to your company that you are part of this team, all the arrangements have already been made for you, it opens up a lot of doors for you and you meet with people who can make decisions for a company.”

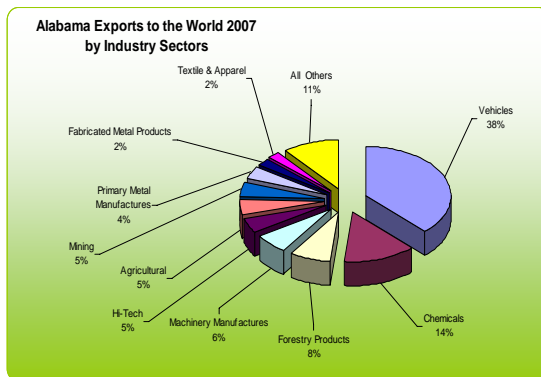
Performance at a glance

Export Alabama's report and highlights for 2007

The 2007 export-led growth strategy was linked to the Governor's *Plan 2010: Our Vision For Alabama*, and focused on developing and emerging economies in the world. It served to broaden Alabama's export base, supported growth and created jobs for Alabama citizens. The emphasis continued to remain on taking advantage of opportunities to afford the State sustained export growth.

The 2007 Export Strategy provided a proactive agenda to help Alabama's small and medium sized companies expand to overseas markets. Working with the Export Alabama Alliance hundreds of companies in the state were provided export assistance and responded well to export opportunities. Last year, 98 companies and organizations from around the state participated in six Alabama overseas trade missions/shows. The immediate results were the signing of agreements and sales contracts totaling over \$22.6 million, the appointment of 3 distributors, and 27 orders quoted. Estimated creation of jobs as a result of the trade missions totals 414.

To meet the growing need of Alabama companies interested in doing business in China, the state contracted with a local organization with offices in Beijing, to help facilitate trade with this growing economy.



China is Alabama's third largest export destination and a Governor-led mission is on the agenda for 2008.

In order to formulate a solid 2008 trade strategy, challenges and concerns were identified through focus groups held throughout the state to discuss trade promotion and development. Over 60 public and private entities participated and provided valuable input on their interest to be more involved in directly and actively promoting exports. The deliverables from the identified requests are already in the implementation phase.

Alabama Exports Continue to Grow

Alabama is enjoying one of its longest periods of export growth. The state ranked 26th among the nation in terms of dollar amount of exports for 2007. Export manufactured goods produced in Alabama totaled over \$14.4 billion. These high

value-added



products were shipped to 188 countries last year. The state's largest export destination was Germany where Alabama posted exports of \$3.3 billion. Other countries in the top five included Canada (\$2.9 billion), China (\$808 million), Mexico (\$799 million) and the United Kingdom (\$732 million).

Germany is Alabama's biggest growth market, in dollar terms. From 2004 to 2007, the state's export shipments to Germany increased from \$1.4 billion to \$3.3 billion, an increase of 121

percent, or \$1.8 billion. Other countries to which Alabama recorded large increases in merchandise exports over the 2004-2007 period were Canada (up \$1 billion), China (up \$419 million), United Kingdom (up \$320 million), and Brazil (up \$308 million).

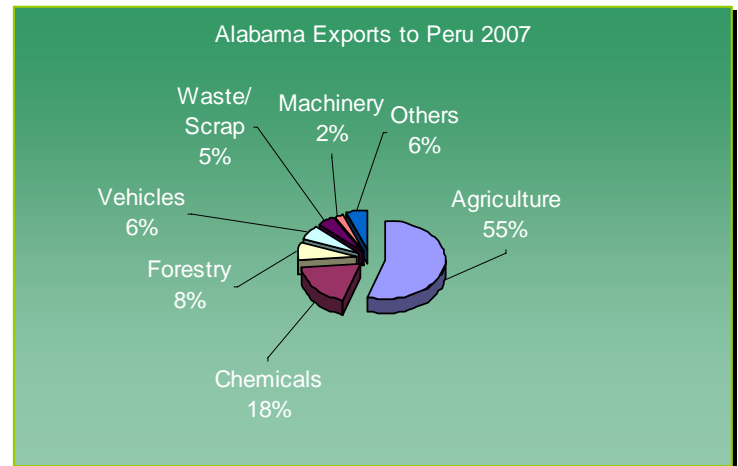
The state's leading export category is vehicles, which alone accounted for 38 percent, or \$5.4 billion, of Alabama's total merchandise exports in 2007. Other top exports are chemical manufactures (2007 exports of \$1.9 billion), forestry products (\$1.1 billion), machinery manufactures (\$935 million), and high tech including computers and electronic products (\$709 million).

State wide approach delivers results

Alabama enjoys a strong, seamless network of 11 state-wide partners who focus on providing international services to the state's business community. Alabama exporters are able to draw on each entity's unique capabilities and by pursuing common goals, the accomplishments and successes are greater. The benefits of these strategic partnerships are seen in the following key results for 2007:

- Established an economic development office in China to support the growing sales of Alabama goods and services to China.
- State led business development and trade mission to India with 15 delegates from 10 companies participating and were representative of small businesses. Results achieved included participation in over 40 one-on-one appointments, signing of two agents, global sales expected to reach over \$1 million and the City of Mobile establishing a framework for a sister city twinning agreement with Mumbai. Other results include:
 - Involvement with the Alabama India Business Partnerships resulted in a host of foreign dignitaries visiting Alabama. Several programs were held to promote trade with India.
 - Established an ad hoc India advisory group to assist in developing a sustainable strategy for 2009.
- Promoted the U.S.-Colombia Trade Promotion Agreement by leading a delegation of 8 organizations participating in 28 appointments. Sales for the next year are expected to exceed \$300,000.
- Accelerated further activities in Central America with a trade mission to the Dominican Republic and participation in Induexpo, a trade fair held in Guatemala. Both promoted Alabama-made products and services to these FTA areas. The Dominican Republic trip yielded 7 organizations participating in a total of 20 appointments. One agent was signed and expected sales for the next year totaled over a half million dollars.
- Reaffirmed the commitment to work with local public and private organizations in the state to grow their capability and give them confidence in directing companies in their community to sources of assistance in the global marketplace.
- Implemented a series of focus groups throughout the state to gain a greater understanding of the needs, challenges and opportunities facing companies and organizations in promoting and developing international trade. Findings from these activities are listed separately. Immediate results entail:
 - Email list serve to promote Export Alabama Alliance activities in a more efficient and effective manner of communication.
 - Development of an Export Alabama Alliance brochure highlighting the members and services provided.
 - Incorporated a more solid follow up system for past trade missions. Successes will be used to promote the Export Alabama Alliance as a results-oriented group and to promote trade mission participation.

- Incentives for exporter's discussion in initial stages.
- Worked together with the Export Alabama Alliance to deliver 36 seminars, conferences and workshops throughout the state reaching over 1,700 individuals. Sites of these events included Mobile, Huntsville, Birmingham, Montgomery, Cullman, Tuscaloosa, Muscle Shoals, Decatur, Guntersville, and Scottsboro. These events focused on targeted overseas markets, particularly China, India and Central America as well as specific industry sectors, export regulations/controls, basic export seminars and tax strategies.
- 30 companies received one-on-one consultations on India, Dominican Republic and Central America. Companies received in-depth marketing information with 10 receiving conference calls with trade specialists in these markets.
- Building relationships – not just contacts for Alabama companies in these markets:
 - India
 - Dominican Republic
 - Guatemala
 - Colombia
- Supported pending free trade agreements, meeting with congressional delegation and implementing seminars focusing on specific countries. Trade Promotion Agreement with Peru was signed in December 2007, meaning Alabama companies can export products with little or no tariffs. Trade between Alabama and Peru totaled over \$38 million in 2007.
- 2007 marked the second year of the Governor's Trade Excellence Award. Companies receiving this statewide recognition were:
 - Alabama Instrument & Radio, Inc. dba AIRINC
 - Alabama River Pulp Company, Inc.
 - Digium®, Inc.
 - EC&S (Electric Controls & Systems, Inc.)
 - Page & Jones, Inc.
 - Prozone Water Products, Inc.
 - Thomasville Lumber Company, Inc.
 - Vulcan Engineering Company
- Published and distributed over 1,500 copies of the Alabama International Resource Guide, a reference tool for companies and organizations interested in pursuing international trade.
- The Year in Trade 2008 publication provided a snapshot of Alabama's Role in the International Marketplace. This was distributed to trade allies, foreign consulates and embassies both nationally and internationally.



The U.S.-Peru Trade Promotion Agreement is a tremendous opportunity for Alabama exporters. It gives the state's companies access to a strong market and improves the business climate in Peru.

Performance in detail 2007

Activities, Programs and Events of the Export Alabama Alliance

January 17, 2007

Dominican Republic Trade Mission Briefing (Mobile – 25 participants)

Mr. Bill Malamud, President of the American Chamber of Commerce in Santo Domingo, traveled to Mobile to present a first hand report on opportunities for Alabama companies in the Dominican Republic. In conjunction a briefing and discussion took place on the trade mission to Santo Domingo, Dominican Republic on May 20-23.

February 9-19, 2007

Trade Mission to India – Mumbai, Chennai and New Delhi (15 participants)



With the Indian economy developing rapidly, there is a new demand for a broad spectrum of products and services which is creating new opportunities for Alabama. A 13 member delegation visited Mumbai (formerly Bombay), Chennai and New Delhi from February 9-19, 2007, to explore trade, investment and mutually beneficial exchanges for Alabama and gain an understanding on the economic and business climate of India.

Feb. 22, 2007

U.S. Harmonized System: 2007 Tariff Changes & Rules of Classification (Huntsville – 39 participants)

Providing clarification on the proposed changes for the first quarter of 2007 to both the Harmonized Tariff and Schedule B systems, and a look at how they will impact both importers and exporters was the focus of this seminar. NAITA and Team Worldwide were sponsors.

March 8, 2007

Export Controls & Compliance Roundtable Discussion – Jurisdiction: Commerce or State (Huntsville – 35 participants)

This roundtable provided an introduction to making a “jurisdictional” analysis to determine which agency has jurisdiction or controls over high-tech products and components exported from the U.S. – DDTC (U.S. Department of State Directorate of Defense Trade Controls) or BIS (U.S. Department of Commerce Bureau of Industry & Security). NAITA hosted this briefing.

March 22, 2007

Governor's Trade Excellence Awards Ceremony & Luncheon (Montgomery – 120 participants)



The Governor's Trade Excellence Award was established through the Export Alabama/TradeRoots Initiative to recognize Alabama businesses that have significantly increased exports from Alabama, thereby creating jobs for Alabamians. An awards ceremony was held at the State Capitol followed by a luncheon hosted by the Export Alabama Alliance. Eight companies were recognized for their achievement in exports. (Alabama River accepting award from Governor)

April 1-3, 2007

World Trade Conference 2007 (Point Clear – 90 participants)

The Annual Gulf States World Trade Conference focused on Japan, Korea and Taiwan and how to do business in these countries. U.S. Commercial Service Officers from each country made presentations, and one-on-one consultations were available to interested companies. The Mobile Area Chamber served as the official host.

April 12, 2007

24th Annual World Trade Day (Huntsville – 256 participants)

NAITA welcomed USASAC - the Army's focal point for Foreign Military Sales (FMS) to Redstone Arsenal and to Huntsville as part of BRAC. Mr. Rick Alpaugh, SES Deputy to the Commanding General discussed USASAC's goals, its global mission, and its impact on North Alabama. Recognized for export success by NAITA was Taos Industries which supports the U.S. government and its allies by providing global procurement services for commercial and military spare parts and systems.



April 12, 2007

Security Assistance & FMS Acquisitions (Huntsville – 53 participants)

Adrienne Pope-Kelly, Director of the U.S. Army Aviation & Missile Command (AMCOM) Security Assistance Management Directorate (SAMD), presented briefing for industry on the Foreign Military Sales process and doing business with SAMD. NAITA sponsored this seminar.

April 20, 2007

Alabama Opportunities in Mexico (Huntsville – 16 participants)

Mr. Ernesto de Keratry, Senior Trade Specialist, U.S. Commercial Service Monterrey, Mexico, presented firsthand information on doing business in Mexico and export opportunities for Alabama companies. NAITA and the Birmingham Export Assistance Center were the sponsors of this event.

May 2, 2007



Alabama World Trade Association Legislative Reception & Dinner Featuring Speaker Lee Styslinger, President, ALTEC

This annual event provided state legislators and international trade professionals an opportunity to interact and learn how the State of Alabama benefits from international trade. ALTEC sells worldwide and Lee Styslinger provided insight into the impact the foreign market has on his company and community.

May 10, 2007

NAITA UCP 600 Letters of Credit Seminar (Huntsville – 28 participants)

For the first time since 1993 on July 1, 2007, changes in the rules governing letters of credit, the Uniform Customs and Practice for Documentary Credits (UCP) will occur. H. Christian Pirkle, Vice President in the Global Trade Services Group of Wachovia Bank led a seminar to help companies understand these new rules.

May 15-16, 2007

Doing Business in Colombia (Huntsville, Birmingham, Mobile – 53 participants)

Randy Mye, Coordinator for Latin America, Trade Information Center, U.S. Commercial Service, was the speaker at these briefings on the business opportunities in Colombia. The Alabama Development Office and the Export Alabama Trade Alliance are organizing a trade mission focused on matching participating Alabama companies with qualified agents, distributors, representatives, end-users and joint venture partners in this market. This mission is aimed both at companies interested in entering the Colombian market as well as those wishing to increase their business in Colombia.

May 18, 2007

Letter of Credit Workshop on the New LC Rules--UCP600 (Mobile 20 participants)

Chase sponsored an important workshop on the new rules for letters of credit with The Chamber of Commerce. The Uniform Customs and Practice for Documentary Credits, or UCP600, was to come into effect on July 1st.

May 20-23, 2007

Trade Mission to Dominican Republic (11 participants)

The Mobile Area Chamber and its Alabama trade partners organized a trade mission to Santo Domingo, Dominican Republic. This multi-industry mission focused on matching participating Alabama companies with qualified agents, distributors, representatives, end-users and joint venture partners in this market.

June 5, 2007

Alabama Opportunities in the United Kingdom (Huntsville – 27 participants)

Jestyn Cooper, Commercial Specialist U.S. Commercial Service London. Mr. Cooper presented firsthand information on doing business in the United Kingdom and export opportunities for Alabama companies. NAITA and the Birmingham Export Assistance Center were the sponsors of this event.

June 6-8, 2007

INDUEXPO 2007 Guatemala City

The Guatemalan Chamber of Industry on behalf of the Government of Guatemala welcomed companies to participate as special VIP guests at the largest and most important business trade exposition in Central America. Industry experts, business people and economists participated in this 3-day exposition, conference series, and business matchmaking opportunity featuring 2,500 companies worldwide.

**August 14, 15, 21, 22, 30
& September 6, 2007**

**NAITA Trade Education Tour: Around the World -Across
North Alabama (Scottsboro,
Guntersville, Decatur,
Cullman, The Shoals and
Huntsville – 112 participants)**

NAITA's 2007 Trade Education Tour, presented by NAITA and the U.S. Commercial Service Birmingham Export Assistance Center, hosted a series of focus groups on trade development across North Alabama. Discussion input from businesses that export and/or import, economic developers, and elected officials was used to help formulate Alabama's 2008 Trade Strategy.



Sept. 12-15, 2007

**2007 China Furniture Supply and Manufacturing
– Shanghai, China**

The Shanghai show is the premier Asian event for making contact with home furnishings retailers and manufacturers in the Pacific Rim countries. A group of US companies got exposure to these important markets and had the opportunity to make contacts and sell to new customers.

Sept. 13, 2007

**INCOTERMS Seminar
(Huntsville – 34 participants)**

Mr. Mike Allocca, President of Allocca Enterprises Inc., conducted a workshop on international commercial terms (Incoterms) and their proper use in order to help export/import managers, sales personnel, etc., avoid some of the common dangers associated with international transactions. NAITA and Team Worldwide sponsored this seminar.



Sept. 14, 2007

**Unravel the Mystery of EU Standards and Regulations
(Huntsville – 11 participants)**

Sylvia Mohr, Commercial Specialist, Belgium, provided companies with relevant market intelligence on current and pending EU standards and regulations that affect U.S. exports to the 25 Member States of the European Union. The program included and update on the EU, standards and regulations that directly affect U.S. exports to the EU, and obtaining EU protection for intellectual property.

Sept. 27, 2007

**NAITA Export Controls & Compliance Roundtable
Discussion on Encryption
(Huntsville – 6 participants)**

This roundtable focused on the unique provisions related to encryption under the Export Administration Regulations (EAR). Topics discussed included how items with encryption functionality are classified under the EAR, Encryption Licensing Arrangements and other encryption technology issues. The discussion was lead by Michele Futch, Sr. Staff Administrator with Intergraph Corporation.

Oct. 16, 17, 18, 2007

**Intellectual Property
(Huntsville, Birmingham, Mobile – 78 participants)**

The Alabama District Export Council and its trade partners organized a half-day session on intellectual property at three Alabama locations in the fall. Topics covered: audits, registration, trade secrets, recordation and enforcement.

Oct. 18, 2007

**NAITA/Port of Huntsville Global Fest
(Huntsville – 250 participants)**

International service provider exhibits and reception celebrating 40 years of Huntsville International Airport. Participants included the international trade community from around the state.



Oct. 24-25, 2007

**International Traffic in Arms
Regulations (ITAR) Seminar**

NAITA and the University of Alabama in Huntsville (UAH) co-sponsored this training program which provided participants with knowledge of the export regulations for defense items and technology and a company's responsibilities for ITAR exports.

Oct. 28 - Nov. 2, 2007

**Colombia Trade Mission
(10 participants)**

This trade mission, led by the Alabama Development Office and the Export Alabama Alliance, allowed Alabama companies interested in increasing their exports to Colombia and in taking advantage of the opportunities offered by the free trade agreement to meet with potential business partners in Bogota and Medellin.



Nov. 6, 7, 8, 2007



**Maximizing Opportunities through Free Trade
(Huntsville, Birmingham and Mobile – 90 participants)**
Walter Bastian, Deputy Assistant Secretary for the Western Hemisphere at the U.S. Department of Commerce, discussed three pending Free Trade agreements with Colombia, Panama and Peru. He also suggested a number of ways that Alabama companies can maximize export opportunities, build new trade and investment relationships, and strengthen the state's competitive edge in today's global business environment. These briefings were hosted by the U.S. Department of Commerce, in cooperation with the Alabama Development Office and the Export Alabama Trade Alliance. Ambassador of Guatemala joined the seminar for special remarks.

Nov. 14, 2007

**Doing Business in Turkey, Presentation by Turkish
Delegation & Trade Mission Briefing
(Mobile – 38 participants)**
The Alabama Development Office, Mobile Area Chamber of Commerce, Export Alabama Trade Alliance and the Istanbul Chamber of Commerce (ICOC) are organizing a trade mission to Izmir and Istanbul, Turkey March 7-15, 2008. The multi-industry mission is to focus on matching participating Alabama companies with qualified agents, distributors, representatives, end-users and joint venture partners in this market. The mission is aimed at companies interested in entering the Turkish market, as well as those wishing to increase their business in Turkey.

Nov. 27, 2007

**Softwood and Hardwood Export Opportunities
(Tuscaloosa – 11 participants)**
Bringing together Alabama's lumber companies, this roundtable event focused on foreign trade opportunities for the softwood and hardwood mills of West Alabama. The objective was to educate interested companies on how to enter overseas markets, as well as those wishing to increase their presence overseas. Small group assistance was provided on how to finance export sales, identify customers, expedite transportation and access market information.

RESULTS

Focus Groups on Trade 2007

	Very Important	Somewhat Important	Not Important	Not Sure
Overseas Trade Missions	47	12	1	2
In-Bound Trade Missions	40	17	2	3
Overseas Trade Shows	30	23	4	5
How To Export Seminars	48	12	1	1
How to Import Seminars	35	24	3	0
Trade Leadership Forums	30	26	2	4
Trade Conferences	30	30	0	2
Governor's Trade Excellence Award Program	28	26	4	4
Overseas Trade Offices	34	21	3	2
Export Counseling	46	12	1	1
On-Site Company Visits	43	13	5	1
Trade Mission Briefings	27	27	2	6
Publications				
Export Directory	47	12	0	0
Year in Trade	35	21	2	4
International Trade Resource Guide	49	9	0	2

1. Excellent programs in place with a very knowledgeable staff too, in a wonderful professional manner.
Articulate and educate what opportunities are within our reach. Thanks!!!
2. All above are very important to promoting trade expanding industries and creating jobs for Alabamians.
As countries such as India and China grow their middle class, there will be more opportunity for U.S and Alabama companies to export goods and services.
3. Trade excellence awards are excellent!
4. It is important we continue to learn "how to" be globally competitive. Trade growth will help us by growing jobs.
5. Need more meetings like this. Thank you
6. We've found we have the most success when we attend international trade shows. AITC is a great resource for facilitating connections and helping us out.
7. International Trade on the whole is important. Ideally it would be wise to export much more than import. The ideal condition on a domestic level is to have many diverse industrial bases in order to promote high-paying jobs in our country.
Also, focus on educational needs for our young people to be able to qualify for the high-technology and service companies.
8. More focus on Aerospace & Defense opportunities
9. Marketing pamphlets to offer to Existing Industries who are struggling or who are interested in trade.
10. To continue to grow global competitiveness of Alabama companies, all of these programs are necessary to promote, encourage and facilitate international trade for our state.

** Survey given in Mobile, Scottsboro, Guntersville, Cullman, Shoals, Huntsville, and Decatur